

# **Event Evaluation**

## **Instructor's Manual**

### **10: Evaluating Visitors and Experiences**

This is the instructor's manual produced to accompany the book *Event Evaluation: Theory and Methods for Events and Tourism*, by Donald Getz, 2018, published by Goodfellow Publishers Ltd.

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## Lecture 19

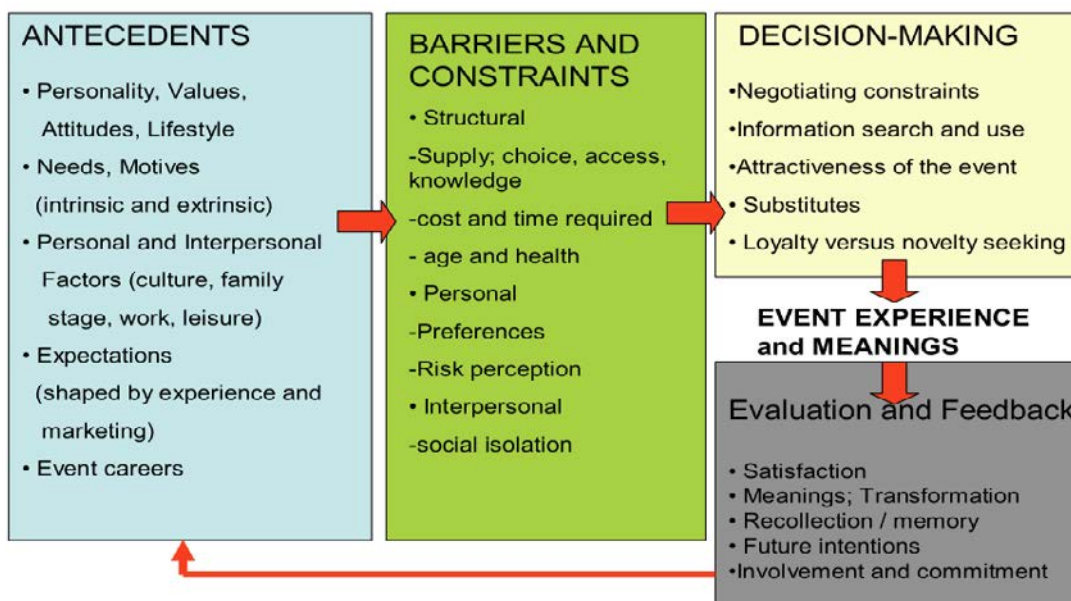
### 10.1 Introduction (p.109)

The “audience, tourists, visitors, attendees, delegates” - whatever term is used it might have to be defined within a certain context. “Tourist” has to be clearly defined for economic impact assessment, and “visitor” is a more generic term. “Audience development” is a term often used in the arts and might be useful in some event contexts, but “audience” usually means spectators, not “participants”. From a tourism perspective, consider the value in attracting different categories of tourists, including the media.

Figures 10.1 and 10.2 (p.111) are Toolboxes providing evaluation questions, KPIs and appropriate methods of data collection related to the audience or tourists. Figure 10.3 considers motivations and benefits sought, and essential line of questioning for marketing design and economic impact assessment. Figure 10.4 deals with activities and spending, also necessary for impact assessment but also with implications for event design, logistics and other operational matters.

Motivation theory for leisure and travel should be familiar to students, including seeking-escaping theory, peak experiences and flow, involvement and serious leisure, social worlds, and my own models of the decision-making process and generic versus targeted benefits for event attendance (see two diagrams below) - all of which are fully discussed in Event Studies. The event tourist career trajectory is mentioned later in the discussion of sport events.

In the first model below the “evaluation and feedback” box refers to self-evaluation of experiences and that shapes future behaviour. Many event experiences are motivated by what I call “generic motivations” (see the second diagram below) such as socializing, hedonism, or novelty-seeking which can be provided by many leisure and entertainment choices. From the perspective of target marketing, and especially generating tourism demand, the focus of marketers has to be on event-specific benefits desired by special-interest segments - which leads to the involvement, social worlds and travel-careers literature.

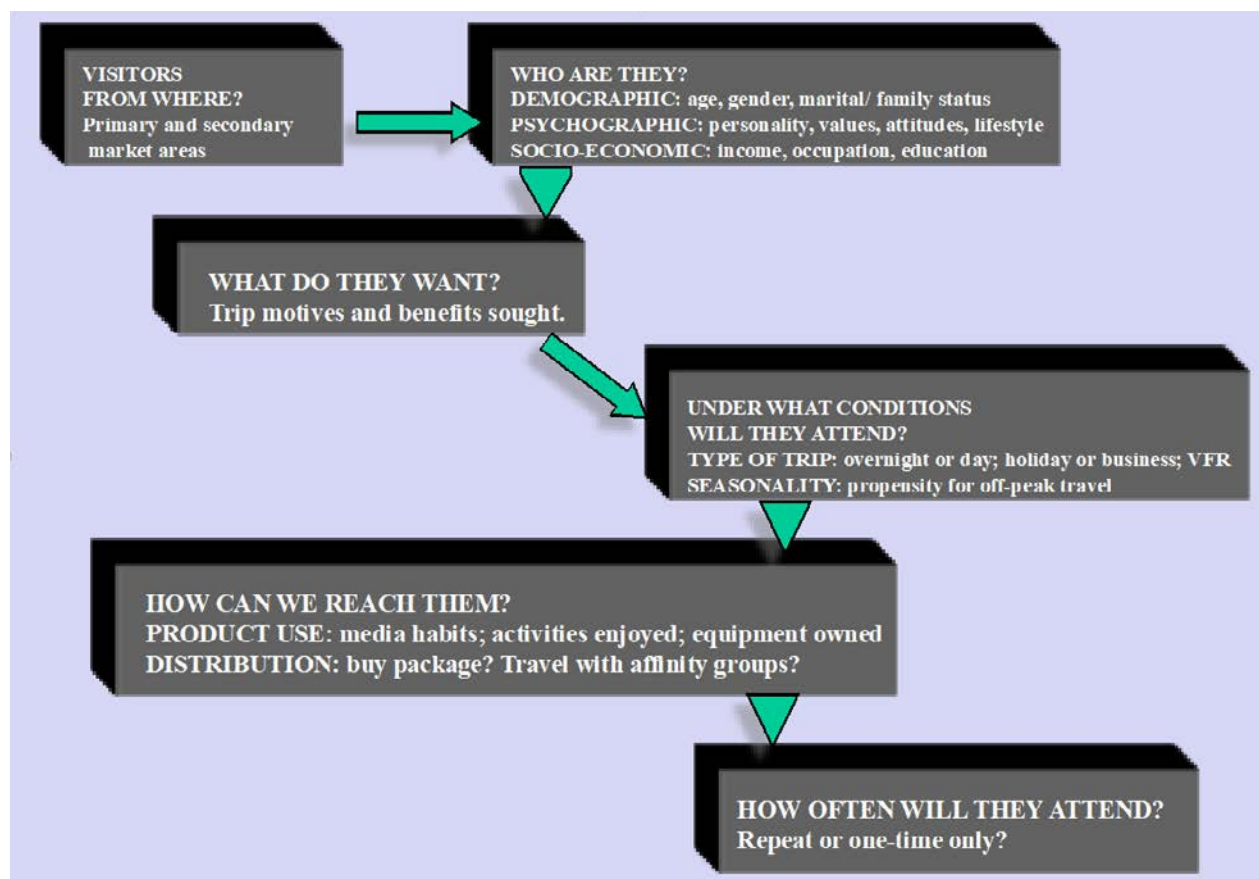


A framework for studying the antecedents and decision-making process for attending planned events



### Generic and event-specific experiences

Segmentation is important to most events, and there are different ways to do this. The model below illustrates a number of generic ways to segment event attendees.



### Segmentation variables for events

#### Exercise:

Describe three target market segments suitable to a specific type of event. They should be compatible, given the nature of the event. What information is needed to profile each segment, and how will it be obtained? What evaluation questions are needed to determine if these segments have the experiences you want them to have?

## Lecture 20

### 10.3 Experience evaluation (p.113)

My own model of the event experience (see below) might help in this section. Evaluators want to learn about the experiences desired and obtained, mostly for marketing and design purposes, but also in impact assessment to consider if they have had transforming effects for individuals and groups.

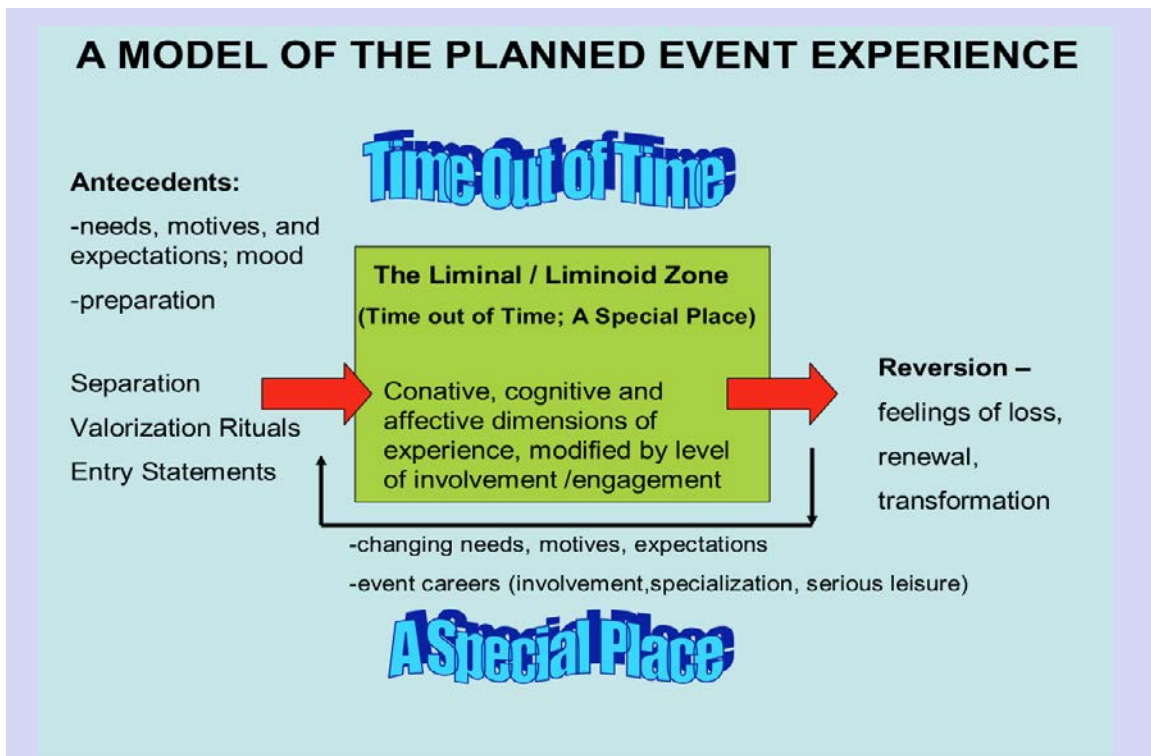


Figure 10.5 (p. 114) is adapted from Pearce and Zare (2017) and their notion of an “orchestra model” for event experience design. This collection of tools, or methods, is useful for both design and evaluation, so I have specified some applications for evaluators to consider. Discuss each of the methods and try to find examples.

#### Exercise:

For one or more of the experience design tools in Fig. 10.5 prepare an evaluation project including the context, goals, KPIs, logic model, and methods. Some are already developed in the book, but others like stakeholder mapping and storyboarding are not.

Two Research Notes on p. 116 (Pettersson, R. & Getz, D. (2009); Brown, S. & Hutton, A. (2013) illustrate field research on event experiences and discuss technological developments that are enabling more refined studies of experience.

In 10.3.3 (p.117) reference is made to an event experience scale by De Geus et al. (2016) and it would be useful to find that article and examine the scale carefully for possible applications in evaluation. Also on p. 117 is a research note (Peperkamp, E., Rooijackers, M. & Remmers, G-J. (2015) that introduces the concepts of the “visitor journey” and “thematic analysis” as qualitative methods for evaluators.

The ensuing discussion of “participant observation” relates to ethnographic research which is featured on the contribution of Richard Shipway in section 10.4.

On p. 118 the Research Note from Bear and Russ (2017) is a preview of a major contribution in the next chapter.

#### **10.4 Case study: Using participant observation as an evaluative method at events and festivals (p.118)**

Richard Shipway’s discussion and example of participant observation is important for all experience researchers and evaluators, and particularly pay attention to Figure 10.8 on p. 121 and all its references.

## Questions

**Q:** Are there any real differences between 'audiences', 'visitors' and 'attendees'? What other terms can be used? Describe different types of audiences.

**A:** These and other terms can be used synonymously, but there could be different connotations related to types of event. For example, 'guests' suggest they are invited, whereas 'customer' implies a pay-for-service situation. In the arts one speaks of 'audience development' and in hospitality the term 'visitor' is often used. On page 110 is a typology, but others are just as good - depending on context. Answers to this question might be highly varied, there is no one correct answer.

**Q:** What are the challenges associated with being able to make accurate attendance counts or reliable estimates at different types of event?

**A:** A basic point is to differentiate between 'open' events with no gate, and ones that sell tickets and have a fixed capacity. Parades are very difficult because people are often moving. A high 'turnover' rate applies in many events, making it essential to have a systematic sampling by time and area.

**Q:** Describe three segments that could be compatible target market segments for a specific type of event, employing socio-demographics, benefits sought, and tourism-pertinent profile data.

**A:** The three segments should be described as to why they are appropriate and compatible for the specified event. For example, for an open-air rock-music festival is it reasonable to target seniors? The 'tourism-pertinent' data would include origins (home addresses outside the area), benefits sought/motivation (they are travelling for the event alone) and spending (overnight in commercial accommodation is preferred).

**Q:** Specify KPIs for evaluating visitor experiences, for each of the cognitive, affective, behavioural, sensory and interpersonal dimensions. Define the terms.

**A:** Define each term in the context of event experiences. In leisure experiences we usually refer only to the three dimensions of cognitive (thinking), affective (emotions) and behaviour (or the conative dimension), but these are influenced by interpersonal actions such as being with friends or people watching, and sensory stimulation.

**Q:** Can you use quantitative measures with qualitative methods such as participant observation? Give examples.

**A:** Triangulation means you can use surveys to collect hard data and combine that with participant observation to get a more complete picture. Other useful quantitative research would include crowd counts, flow monitoring, and wearable tech.

**Q:** Explain how technology, such as wearable devices, can aid in experience evaluation.

**A:** Students will probably be up to date on the latest tech, which should lead to ideas for evaluators. Some ideas: the ability to monitor reactions to crowding and programming through pulse; reaction to ambient conditions like temperature, bad weather.

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## Essay-Style

**Q:** Construct a template for profiling and segmenting visitors or other event audiences, including discussion of how the data are to be collected and analysed.

**A:** A type of event and a context are needed. The template will be a list or table showing data needed and methods of collection. Discussion has to explain how segmentation will be done (the analysis) for target markets that might include tourists, the media, participants or special-interest groups like foodies. In effect, the answer provides a guide to evaluating segmentation.

**Q:** Describe a triangulation approach (at least three methods) for evaluating the visitor experience at a specific type of event (e.g., sport event, convention, festival). Consider at least two different segments or audiences.

**A:** Specify the event type and context, which includes at least two audiences or segments. Then the answer has to provide three methods, and the data to be collected, to evaluate experiences of each audience or segment. This is a complex problem requiring a lot of thought about why the evaluation is being done and developing a logic model to get it done. The ultimate use of the evaluation has to be considered.